

EYEKANDY DELIVERS OUTSTANDING RESULTS FOR M&S PERCY PIG™



M&S

EST. 1884

Partnership Overview

Eyekandy partnered with Marks & Spencer to launch a social media first, Augmented Reality (AR) experience for British national treasure Percy Pig™—enabling fans to delight their inner child.

Creative Development by Eyekandy

Tapping into the power of AR, Eyekandy developed the first AR filter for Percy that granted shoppers a moment in the spotlight to dance with him in-store and from the comfort of their home. The activation lived natively via WebAR, as well as on Instagram to maximise engagement.

Programme Promotion via M&S Marketing

M&S created a high impact FSDU that was placed in over 345 stores from July to September, whilst also leveraging the social footprint of M&S, Percy Pig™ and his top celebrity friends to drive awareness of this activation. In addition, email newsletters and print placements in What's Fresh Magazine extended the reach across additional communication channels.

And That's Not All Folks...

The Results Are In:

118,119 AR Filter Uses

4,610 Social Shares

16 seconds average dwell time

"We are so proud of this partnership to bring Percy Pig™ to life for the first time in Augmented Reality! The team at Eyekandy were amazing to work with and provided strategic consultation along the way to maximise the value of this programme. We can't wait to see what's next for our iconic Percy brand, said **Olivia Jump, Assistant Brand Manager at M&S.**"

To have your moment with Percy, [check it out here](#) >

Or view it here >

About Eyekandy

We're changing the way the world shops with Augmented Reality. Based in London and Chicago, Eyekandy is the world's leading Augmented Reality (AR) Provider for Commerce. We partner with Brands and Retailers across the world to produce engaging AR shopper experiences in-store, online and in print. Our multi award winning, global AR shopping Platform, 'Point & Place', is the world's most adopted AR shopping platform, with hundreds of retailers connected across 30+ countries. Eyekandy has won numerous industry awards as we deliver innovation in creative ways to drive sales and engagement from shoppers with immersive ways to shop and browse.

Further enquiries:
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About M&S

M&S is a leading British retailer bringing quality, great value food, clothing and homeware to millions of customers around the world.

For further information, please contact:
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